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RIVERTON, N. J.

PROPAGATORS and GROWERS OF

AZALEAS for FORCING and GROWING ON

Wholesale Prices for 1939-1940 Forcing Season

OUR POT-GROWN AZALEAS

For the 1939-40 season we offer 125,000 pot-grown Azaleas in 3, 4, 5 and 6 inch pot sizes, compact, heavy and well budded. The spread of the plant and size of pot are in proportion.

The production of pot-grown Azaleas is a much more exacting task than growing these plants in beds, but we pot-grow for the following reasons, as you will note on receipt of the plants:

(1) Each plant has a solid pot ball ready to slip into a pot and put on the bench.

(2) Pot-grown Azaleas are easier to force and have larger and more brilliantly colored flowers.

If you buy bed-grown stock the ball is so big that you have to tear off two-thirds of the roots to get them into a pot. This takes a lot of time, plus express on the soil and roots you tear off. Unless you do this potting mighty early in the Fall, the plant cannot make new roots in the pot and when you force them you get small, wrinkled, washed-out flowers.

Buy pot-grown Azaleas and avoid all unnecessary work, express charges and uncertainty.

Discussion of Forcing Varieties

Azaleas can be had in bloom under glass for Christmas and on through the season until Mothers' Day.

Please note that a number precedes the name of each variety as listed below. These numbers preceding the variety names signify the comparative flowering dates, No. 1 being the earliest, No. 4 the latest.

Coral Bell, for instance, preceded by the numbers 1, 2 and 3 means that this variety can be forced for Christmas and Valentine's Day or be held cool for Easter.

For Christmas bloom order varieties marked number 1.

For Valentine's Day bloom order varieties marked number 1 or 2.

For Easter bloom order varieties number 1, 2 or 3.

For Mothers Day bloom order varieties marked number 4.

The chart on the last page of this folder, giving temperatures and forcing directions is also based on the numbers preceding each variety name.

Our 2 year heavy Coral Bell in the 5 and 6 inch pot size are fine quality.

FORCING STOCK

Pot Grown

1, 2, 3—CORAL BELL

When in bloom the plant is literally covered with long-lasting coral pink flowers of an unusually brilliant, scintillating character, interspersed with shining deep green leaves. **Daintiness** is the word that best describes this variety. A strong seller everywhere.

Coral Bell, which is in all probability the most difficult of all Azaleas to grow, and the easiest of all Azaleas to force, can be brought in for Christmas without trouble. In view of the fact that it is so easily forced early in the winter, Coral Bell is also an outstanding variety for Valentine's Day, and the color of the flowers is in keeping with the spirit of the occasion.

Coral Bell is one of the best keepers of all Azaleas used for forcing. The flowers come out evenly and last in good saleable condition for a long time.

The only variety equal to Coral Bell as regards lasting qualities of the flowers is PERICAT.

3 inch pot, 6- 8 inch spread	22c each
4 inch pot, 8-10 inch spread	45c each
5 inch pot, 10-12 inch spread	75c each
6 inch pot, 12-15 inch spread	\$1.00 each

1, 2, 3—HEXE

An old Indica variety and a good one. Flowers are solid and substantial and of a vivid crimson color. Foliage a good deep green. This variety is largely forced for Christmas, and this year we offer heavy two-year pot-grown plants, pinched early so as to get early matured buds.

5 inch pot, 10-12 inch spread	75c each
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1, 2, 3—CHINA SEAS

The large flowers are a brilliant mandarin pink and frilled on the edges. Strong grower with light green foliage. This variety has proved to be an early forcer. Several of our customers forced this variety last year for Christmas and reported that it forced as easy as any other Christmas variety. The plants we offer this year are real heavy, 2 year stock.

4 inch pot, 10-12 inch spread	40c each
5 inch pot, 12-15 inch spread	65c each

2, 3—HINODIGERI

No doubt one of the most popular of forcing and garden Azaleas. One of the hardiest of the Kurume varieties. Compact type of growth and good foliage. When in bloom the flowers pretty well cover the plant.

Flowers are a bright cerise color. Most of the customers call it red.

This year we offer 20,000 plants in 3, 4 and 5 inch pot sizes, all pot-grown. They are compact, well-shaped plants and will sell readily.

We have made this variety our price leader this year and for those of our customers who want good-looking merchandise at a low price we most certainly recommend this quick-selling variety.

3 inch pot, 6- 8 inch spread	20c each
4 inch pot, 8-10 inch spread	40c each
5 inch pot, 10-12 inch spread	65c each

2, 3—SNOW

The best white Kurume Azalea. It will pay you to include some of this variety in your order as there is always a steady demand for a certain amount of white. Pure white. Very hardy. It stands below zero weather here without the buds blasting. The flowers completely cover the plant. This variety forces easily for Valentine's Day and can be had in bloom at Easter and Mothers' Day.

3 inch pot, 6- 8 inch spread	22c each
4 inch pot, 8-10 inch spread	45c each

3, 4—PINK PEARL

Flowers deep tinted pink. Heavy bloomer and strong vigorous grower. Liked by many florists.

3 inch pot, 6- 8 inch spread	22c each
4 inch pot, 8-10 inch spread	45c each

2, 3—SALMON BEAUTY

Salmon pink, medium-size flowers, compact, shapely plant. Sells well.

3 inch pot, 6- 8 inch spread	22c each
4 inch pot, 8-10 inch spread	45c each

3, 4—VICTORIA

A new variety, offered for the first time this year. Strong heavy grower, deep green foliage. Thick heavy flowers, 2 inches in diameter, bright salmon pink in color. A showy plant when in bloom.

3 inch pot, 6 inch spread	22c each
4 inch pot, 8 inch spread	45c each

The prices given under each variety are based on an order for not less than 25 plants. You can order 25 or more of one size or one variety, or you can send an order mixed up to suit yourself as to varieties and sizes, but the number of plants in the order must be not less than a total of 25 to secure the prices listed. If less than 25 plants are ordered add 10% to the listed prices.

ALL PRICES NET—DO NOT DISCOUNT

1, 2, 3—SIMON MARDNER

An old, established Belgian Indica variety. One of the 6 best Belgian Indica varieties. Flowers are large, semi-double and good bright rose in color. An easy forcer when pot-grown and comes in bloom readily for Christmas and Valentine's Day on through Easter. Compact, shapely grower. The following are 2 year, heavy plants.

4 inch pot, 8 inch spread	50c each
4 inch pot, 8-10 inch spread	60c each
5 inch pot, 10 inch spread	75c each
5 inch pot, 10-12 inch spread	90c each

3—TWENTY GRAND

Twenty Grand is a strong, heavy grower, with good clean foliage. The flowers are extra large, semi-double and a bright rose pink in color. Comes just right for Easter. When in bloom the flowers just seem to appeal to a large percentage of buyers.

3 inch pot, 6- 8 inch spread	22c each
4 inch pot, 8-10 inch spread	45c each

3—FLANDERS FIELD

This variety has flowers large in size and of a dazzling, deep poppy shade. It is a distinctly different color in Azaleas, deep green foliage and a strong, uniform grower.

A dash of Indica Blood in this variety accounts for the large, uniform, heavy flower petals and good foliage. Flanders Field will make you money at Easter.

3 inch pot, 6 inch spread	22c each
4 inch pot, 8-10 inch spread	45c each
5 inch pot, 10-12 inch spread	75c each

4—GOLDSWORTH RED

Flowers a clear bright crimson, semi-double and good size. Each bloom stands out by itself amid deep green foliage. A compact, flat grower and very dainty and graceful when in bloom. This is the premier RED for Mothers' Day sales, as it can be held back for this date without difficulty. Good keeper. We have a splendid stock of this variety.

3 inch pot, 6- 8 inch spread	22c each
4 inch pot, 8-10 inch spread	45c each
5 inch pot, 10-12 inch spread	75c each
6 inch pot, 12-15 inch spread	\$1.00 each

4—MADAME PERICAT

The outstanding pink Azalea for Mothers' Day. An open type of growth with clean light green foliage. The flowers are extra large and almost semi-double, averaging 2 to 2½ inches in diameter. The color is probably best described as a soft baby-pink of an unusual brilliancy and sheen. We have never had any Azalea blooming for Mothers' Day that maintained its flowers so long in such good condition as Pericat. Due to the open nature of the growth each big flower stands out by itself and gives the plant a dignity and poise found in no other variety. We have persistently pushed this variety during the last three years and now many of the leading florists of the country are fully alive to its value and sales appeal.

3 inch pot, 6- 8 inch spread	22c each
4 inch pot, 8-10 inch spread	45c each
5 inch pot, 10-12 inch spread	75c each

One of the best of the Belgian Indica, large-flowered types. Flowers semi-double, deep rose, 2 to 2½ inches in diameter. The plant presents a truly stunning appearance when in bloom.

3 inch pot, 6- 8 inch spread 25c each
4 inch pot, 8-10 inch spread 50c each

The heaviest retail demand for Azaleas in bloom comes at Christmas, Valentine's Day, Easter and Mothers' Day.

But—There is a steady demand all winter and spring—in between holidays for plants at a reasonable price.

Remember—you can't sell what you haven't got on display.

Give us a standing order to ship you a box of 25 or more Azaleas in mixed sizes and varieties every two or three weeks beginning October 1 through until May.

Put the plants on the bench and let them come into bloom in three to five weeks. No trouble and you will make a good profit, besides adding color and variety to your stock. The flowers stay saleable for a long period.

Then, order heavier in time to force for each holiday.

Florists are slow in adopting this policy of having Azaleas in bloom all through the selling season in between holidays.

If it wasn't for the heavy holidays sales of Azaleas we would just naturally starve to death and be buried in an old packing box by the township.

In spite of the fact that we have been begging florists for years to stock Azaleas in bloom **AT ALL TIMES** only 16 of our customers have tried it **AND NOT ONE OF THE 16 HAS EVER QUIT**. Each year they write to us in the fall to start shipping every 2 weeks.

Our problem is to induce more florists to wise up to the steady income they are **LOSING** by their indifference.

Darlington, N. C.
November 17, 1938

B. R. Leach
Riverton, New Jersey

Dear Sir:

I have been buying azaleas from you for several years and have found them good. This year alone, I used more than one hundred—and I am sure the demand will be greater this season.

I want to have a standing order coming in about every three or four weeks.

Respectfully yours,

Think About This

We draw your attention to the value of our 3 and 4 inch pot Azaleas for growing on into heavy 5 and 6 inch pot size Azaleas. They will make it in one season at a good profit to you.

If you want our 3 and 4 inch pot Azaleas for growing on instead of for forcing tell us so in ordering and we can often give you a grade of plant with less flower buds but heavier growth.

Our Winter Stores and Forcing Layout

All our Azaleas for forcing or to be sold for forcing during the winter months and for Easter are wintered in sunny, well ventilated sash houses at a night temperature of 38-40 degrees, the temperature being maintained by electrically controlled thermostats.

Stocks of certain varieties intended for Mothers' Day are wintered in deep cold pits protected by sash and straw mats.

It costs real money to winter forcing stock in this way, but it is the only way to insure perfect plants with all the late-maturing top buds unblasted. You cannot be sure of perfect buds if you buy your forcing Azaleas from a grower who does not house his saleable stock during the winter. He may sell cheaper but three years out of four the late-maturing buds will be blasted.

Packing and Shipping

We have standardized our packing and can therefore ship all orders promptly. It is very, very seldom that all orders are not shipped on the same day as received. We guarantee quick service and no irritating delays.

When we receive your order the plants are knocked out of the pots and each plant is wrapped separately in paper; and the plants are then packed in corrugated, fibre-board boxes of light weight but very strong construction. As an added precaution each box is lined with heavy waxed butcher's water-proof paper.

These boxes weigh only 20% as much as a wooden box of equal size, and, inasmuch as there are no nails and wooden cleats to fight, you can unpack the shipment in a jiffy.

Aside from saving in express charges and ease in unpacking, these fibre-board cartons are vastly superior to wooden boxes lined with paper when it comes to winter shipments during bitter weather. They are practically air tight and they certainly get the plants to you with the buds unharmed.

We have been packing Forcing Azaleas for many years and guarantee to get the plants to you in first-class condition at the lowest possible express charges. These plants travel by express at the second-class rate.

We are never keen about shipping Forcing Azaleas by freight and will positively not do so during the winter months or when buds are showing color.

Here are the weights of each plant size when packed:

3 inch pot averages 8 oz.
4 inch pot averages 1 to 1¼ lb.
5 inch pot averages 1½ lb.
6 inch pot averages 2½ lb.

Visitors welcome. We do not boast of being the world's largest Azalea growers but the tens of thousands of Azaleas we do grow are among the best.

We have the most modern and efficient layout of screen sheds, sash-houses and cold pits for the production of forcing Azaleas to be found in the United States.

NOTES ON FORCING AZALEAS

Unpacking Shipment—When you receive the shipment unwrap the plants, slip each one into a pot and firm them down. This operation takes only a few seconds as there is no tearing off of roots or shaking off dirt and other annoying operations which chew up time when you buy balled and burlapped, bed or field-grown stock.

After potting give them a thorough watering including the tops. In mid-afternoon you can put them on the bench in a 50-55 degree house where they will force nicely. If you want to speed up the forcing transfer them to a house with higher night temperature after a week at 50-55 degrees.

We cannot over-emphasize the necessity of frequent and sufficient watering. Our Azaleas are grown in a mixture which holds all the water it needs and sheds the surplus like a tin roof. This mixture, however, being fibrous in nature does not stay moist as long as ordinary potting soil, especially when standing unplunged on a bench exposed to sun and air. Therefore water them

more frequently than the other potted stock on your bench.

Nothing can prevent these Azaleas from coming into bloom if you keep them moist.*

Do not apply any fertilizer or manure to our Azaleas while they are being forced, as each plant is fertilized by us before shipment.

They like warm, sunny daytime conditions, and syringing the tops helps the buds to break. Keep water off the tops after the buds break.

In forcing for Christmas it is advisable to pinch out all new growth that appears at the base of the flower buds.

Azaleas when half opened or even in bloom can be held in saleable condition for several weeks by placing in cool place out of sun and keeping water off the flowers.

We have prepared a table showing in condensed form the time required to bring Azaleas into bloom for definite dates during the forcing season.

*An Azalea plant in bloom is one-third larger than when in tight bud.

Number of Weeks of Forcing Required to Flower Various Azalea Varieties so as to Bring Them in at Definite Dates*

Varieties Labeled No.	Christmas	Jan. 1—Feb. 1	Feb. 1—Mar. 1	Mar. 1—Apr. 1	Apr. 1—May 1.	Mothers' Day
1	6 wks at 60°-65° 5 wks at 70°	5-6 wks at 50° 4-5 wks at 60°	4-5 wks at 50° 3-4 wks at 60°	3-4 wks at 50° 2-3 wks at 60°	Hold cool as possible	x x x
2	x x x	x x	5-6 wks at 50° 4-5 wks at 60°	4-5 wks at 50° 3-4 wks at 60°	3-4 wks at 50° 2-3 wks at 60°	x x x
3	x x x	x x x	x x x x	x x x x	Seasonal greenhouse temperature for 2 to 3 weeks	x x x
4	x x x	x x	x x	x x	x x x x	Seasonal greenhouse temperature for 10 days to 2 weeks

*Forcing periods and night temperatures as given in table must of course be accompanied by warm, sunny daytime conditions. Study this table and then figure where, in your glass area, you have a few feet of bench space where you can put the Azaleas so as to give them the temperature they need. They are not fussy. Any corner will do but don't let them get dry at the roots. Keep the pots moist.

**All our Azaleas, not sold for winter forcing, are forced by us for Easter and Mothers' Day. You can order anytime within 30 days of the holidays and the plants we send you will be timed just right to come in for the holidays. We will reserve orders placed in advance and do our best to take care of last-minute telegraph and telephone orders subject to stock being unsold.

Sample

Do not hesitate to order samples of any variety in any size. Plants speak louder than the printed word. Sample plants at the 10 rate. Minimum sample order \$2.00.

Small Orders

We ship hundreds of small orders and want hundreds more of them. Any order for \$2.00 or more is a good order from our standpoint, so don't be afraid you won't be taken care of. If you are uncertain just what to order send us the amount you want to spend and leave the selection to us. Mixed orders of more than one variety and size amounting to 25 or more plants will be sold at the 25 price.

Business Terms and Conditions

If you have an established credit rating within the trade we will be pleased to extend credit, otherwise our terms are cash with order or C.O.D. Our credit terms are 30 days from date of shipment.

ALL PRICES INCLUDE PACKING

NURSERIES AT CINNAMINSON, N. J.

1¼ miles from Riverton, N. J.

Nine miles from Philadelphia on Burlington Pike

(U. S. Route 130) New Jersey Route 25

Freight, Express and Post Office Address

Riverton, N. J.

Telephone Riverton 683

Visitors welcome at any time but I cannot undertake to get orders together or load trucks after 5 o'clock p.m. or on Saturday afternoons and Sundays when my employees are riding around the country in their cars while I stay home and keep the place from going to Hell until Monday morning.